



Winter Gala & Auction

Friends of PS 163 The Alfred E. Smith School, 163 West 97 Street, New York, NY 10025, Phone: 212-678-2854
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Dear Friend and Neighbor,

The PS 163 PTA Auction is coming up! The annual Auction will once again be at our fabulous Winter Gala and we need your help to make this our most exciting & profitable event yet!

Please consider a donating a class, opportunity, merchandise item or gift certificate to be auctioned off in our Winter Silent Auction. To make our catalog deadline and to work in conjunction with our online auction, we need your donation by **November 11th**.

Our Winter Gala and Auction is the most successful fundraising event of the year. We would be happy to **use promotional material** for your business on our ONLINE AUCTION at Bidding for Good to help you take advantage of this **high volume of traffic**. These Online Auctions attract customers from all over the country. If your company has donated in the past, you know how valuable an introduction these donations can be. Many parents have approached us saying that they now use these businesses all the time after winning a gift certificate or item at our auction. **Support our school and we will support your business!**

P.S. 163, a K-5 elementary school located on 97th Street between Columbus and Amsterdam Avenues, provides a quality education to over 640 students. We were awarded a Rising Star Award in the West Side Spirit for our unique and much sought after Dual-Language program. Also, several of our teachers have been honored by the coveted Blackboard Awards for Excellence in Education, most recently Randi Toll in 2010.

Please direct any donation to the '**Friends of P.S. 163**,' a not for profit 501(c)(3) corporation - Tax I.D. # 20-1670261. All proceeds will help fund our newly restructured library, the Project Arts programs, enrichment classes, and many other needs for all the children of P.S. 163.

Thank you for your donation and your support.

Sincerely,
Rudie Hurwitz
Auction Chair
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917-673-9890

The PS 163 Annual Winter Party & Auction Committee, ps163auction@gmail.com